FILENAME	REPORT DESCRIPTION
AUG1.XLS	COMPETITIVE EXPENDITURES AUG-1996
AUG2.XLS	COMPETITIVE INDUSTRY ADVERTISING EXPENDITURES AUG-1996 VS AUG-1995
AUG3.XLS	ALL BRANDS - SPENDING BY MEDIUM AUG-1996
AUG4.XLS	DISCOUNT - SPENDING BY MEDIUM AUG-1996
AUG10.XLS	MANUFACTURER - SPENDING BY MEDIUM AUG-1996
AUG5.XLS	COMPETITIVE EXPENDITURES AUG-AUG1996
AUG6.XLS	COMPETITIVE INDUSTRY ADVERTISING EXPENDITURES AUG-AUG1996 VS AUG-AUG1995
AUG8.XLS	ALL BRANDS - SPENDING BY MEDIUM AUG-AUG1996
AUG9.XLS	DISCOUNT - SPENDING BY MEDIUM AUG-AUG1996
AUG11.XLS	MANUFACTURER - SPENDING BY MEDIUM AUG-AUG1996
AUG7.XLS	TOP SPENDING BRANDS RANKED BY TOTAL SPENDING - AUG-AUG1996 VS AUG-AUG1995

2070221545

Source: https://www.industrydocuments.ucsf.edu/docs/xzxn0004

COMPETITIVE EXPENDITURES
AUGUST, 1996
($000)

COMPANY	MAGAZINES	MAG SOS	NEWSPAPERS	NEWS SOS	INSERTS	INS SOS	SUPPLEMENTS	SUPP SOS	OUTDOOR	OUT SOS	TOTAL	COMPANY SOS
PM	$12,209.7	52	$283.5	62	$785.4	99	$0.0	0	$8,606.7	41	$21,885.3	48
RJR	$4,360.5	19	$177.1	38	$0.0	0	$14.1	100	$4,244.5	20	8,796.2	19
B&W	$5,827.3	25	$0.0	0	$0.0	0	$0.0	0	$5,324.4	25	11,151.7	25
LOR	$535.0	2	$0.0	0	$11.8	1	$0.0	0	$2,724.7	13	3,271.4	7
LIGGETT	$103.3	0	$0.0	0	$0.0	0	$0.0	0	$0.0	0	103.3	0
OTHER	$242.5	1	$0.0	0	$0.0	0	$0.0	0	$5.6	0	248.2	1
TOTAL	$23,278.3	100	$460.6	100	$797.2	100	$14.1	100	$20,905.9	100	$45,456.0	100

SOURCES: LEO BURNETT - OUT-OF-HOME
LTS - MAGAZINES, NEWSPAPERS, SUPPLEMENTS
USSPI - SUBURBAN PRESS NEWSPAPERS
AD TRACKING - FREE STANDING INSERTS

2070221546

Source: https://www.industrydocuments.ucsf.edu/docs/xzxn0004

COMPETITIVE INDUSTRY ADVERTISING EXPENDITURES
AUGUST, 1996 VS. AUGUST, 1995
($ MILLIONS)

	$ AUGUST '96	% SOS	$ AUGUST '95	% SOS	TOTAL % CHANGE SPENDING
TOTAL INDUSTRY	$45.5	100	$38.7	100	17.3
PHILIP MORRIS	21.9	48	18.6	48	18.0
R.J. REYNOLDS	8.8	19	3.9	10	125.7
BROWN & WILLIAMSON	11.2	25	12.6	33	-11.8
LORILLARD	3.3	7	3.6	9	-9.6
LIGGETT	0.1	0	0.0	0	N.A.
OTHER	0.2	1	0.0	0	457.3

2070221547

Source: https://www.industrydocuments.ucsf.edu/docs/xzxn0004

ALL BRANDS - SPENDING BY MEDIUM
AUGUST, 1996
$ THOUSANDS

	MAGS	ROP	FSIs	SUPP	PRINT	SOS	OUT	SOS	TOTAL	SOS
MARLBORO	$4,966.1	$187.9	$0.0	$0.0	$5,154.0	21	$3,966.3	19	$9,120.3	20
CAMEL	1,194.2	89.0	0.0	0.0	1,283.1	5	3,725.4	18	5,008.5	11
V SLIMS	2,830.7	0.0	614.0	0.0	3,444.7	14	892.5	4	4,337.2	10
KOOL	2,149.3	0.0	0.0	0.0	2,149.3	9	2,016.1	10	4,165.4	9
BASIC	1,147.0	0.0	0.0	0.0	1,147.0	5	2,245.9	11	3,393.0	7
NEWPORT	535.0	0.0	11.8	0.0	546.7	2	2,697.3	13	3,244.1	7
DORAL	2,888.2	0.0	0.0	0.0	2,888.2	12	162.3	1	3,050.5	7
MERIT	1,674.1	0.0	0.0	0.0	1,674.1	7	739.9	4	2,414.0	5
CARLTON	1,438.8	0.0	0.0	0.0	1,438.8	6	819.6	4	2,258.5	5
MISTY	1,060.9	0.0	0.0	0.0	1,060.9	4	1,106.3	5	2,167.1	5
PARLIAMENT	924.7	15.7	0.0	0.0	940.5	4	435.1	2	1,375.6	3
CAPRI	1,153.7	0.0	0.0	0.0	1,153.7	5	17.3	0	1,171.0	3
GPC	24.6	0.0	0.0	0.0	24.6	0	828.6	4	853.2	2
B&H	588.9	62.9	0.0	0.0	651.8	3	111.9	1	763.7	2
WINSTON	71.5	8.2	0.0	0.0	79.7	0	327.1	2	406.7	1
MONTCLAIR	0.0	0.0	0.0	0.0	0.0	0	365.2	2	365.2	1
MOONLIGHT	206.6	32.1	0.0	0.0	238.7	1	29.7	0	268.5	1
CAMBRIDGE	0.0	0.0	171.4	0.0	171.4	1	0.0	0	171.4	0
DUNHILL	170.6	0.0	0.0	0.0	170.6	1	0.0	0	170.6	0
PLAYERS NAVY CUT	78.1	10.0	0.0	0.0	88.1	0	78.7	0	166.8	0
LUCKY STRIKE	0.0	0.0	0.0	0.0	0.0	0	148.9	1	148.9	0
DAVES	0.0	6.9	0.0	0.0	6.9	0	136.3	1	143.2	0
EVE	103.3	0.0	0.0	0.0	103.3	0	0.0	0	103.3	0
CARTIER	71.9	0.0	0.0	0.0	71.9	0	0.0	0	71.9	0
ECLIPSE	0.0	47.9	0.0	14.1	62.0	0	0.0	0	62.0	0
MAVERICK SPECIALS	0.0	0.0	0.0	0.0	0.0	0	27.4	0	27.4	0
555 EXPRESS	0.0	0.0	0.0	0.0	0.0	0	22.3	0	22.3	0
MILD 7	0.0	0.0	0.0	0.0	0.0	0	5.6	0	5.6	0
AMERICAN	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
ALPINE	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
AUSTIN	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
CAROLINA GOLD	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
CROWNS	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
HARLEY-DAVIDSON	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
JACKS	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
KENT	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
KENT INTERNATIONAL	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0

2070221548

Source: https://www.industrydocuments.ucsf.edu/docs/xzxn0004

ALL BRANDS - SPENDING BY MEDIUM
AUGUST, 1996
$ THOUSANDS

	MAGS	ROP	FSIs	SUPP	PRINT	SOS	OUT	SOS	TOTAL	SOS
KINGSPORT	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
NOW	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
OLD GOLD	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
PRIME	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
PRIVATE STOCK	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SALEM	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SPECIAL 10'S	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
STYLE	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
VICEROY	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
AMERICAN SPIRIT	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
GUNSMOKE	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
HOGSHEAD	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
TOTAL	$23,278.3	$460.6	$797.2	$14.1	$24,550.2	100	$20,905.9	100	$45,456.0	100

2070221549

Source: https://www.industrydocuments.ucsf.edu/docs/xzxn0004

DISCOUNT - SPENDING BY MEDIUM
AUGUST, 1996
$ THOUSANDS

	MAGS	ROP	FSIs	SUPP	PRINT	DSC SOS	OUT	DSC SOS	TOTAL	DSC SOS
PHILIP MORRIS										
ALPINE	$0.0	$0.0	$0.0	$0.0	$0.0	0	$0.0	0	$0.0	0
BASIC	1,147.0	0.0	0.0	0.0	1,147.0	22	2,245.9	46	3,393.0	33
CAMBRIDGE	0.0	0.0	171.4	0.0	171.4	3	0.0	0	171.4	2
DAVES	0.0	6.9	0.0	0.0	6.9	0	136.3	3	143.2	1
SUBTOTAL	$1,147.0	$6.9	$171.4	$0.0	$1,325.4	25	$2,382.2	49	$3,707.7	36
RJR										
AUSTIN	$0.0	$0.0	$0.0	$0.0	$0.0	0	$0.0	0	$0.0	0
CAROLINA GOLD	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
DORAL	2,888.2	0.0	0.0	0.0	2,888.2	55	162.3	3	3,050.5	30
HOGSHEAD	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
JACKS	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SUBTOTAL	$2,888.2	$0.0	$0.0	$0.0	$2,888.2	55	$162.3	3	$3,050.5	30
B&W										
GPC	$24.6	$0.0	$0.0	$0.0	$24.6	0	$828.6	17	$853.2	8
VICEROY	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
AMERICAN	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
CROWNS	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
MISTY	1,060.9	0.0	0.0	0.0	1,060.9	20	1,106.3	23	2,167.1	21
MONTCLAIR	0.0	0.0	0.0	0.0	0.0	0	365.2	7	365.2	4
PRIME	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
PRIVATE STOCK	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SPECIAL 10'S	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SUBTOTAL	$1,085.5	$0.0	$0.0	$0.0	$1,085.5	20	$2,300.1	47	$3,385.6	33
LORILLARD										
KENT INTERNATIONAL	$0.0	$0.0	$0.0	$0.0	$0.0	0	$0.0	0	$0.0	0
MAVERICK SPECIAL	0.0	0.0	0.0	0.0	0.0	0	27.4	1	27.4	0
OLD GOLD	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SUBTOTAL	$0.0	$0.0	$0.0	$0.0	$0.0	0	$27.4	1	$27.4	0
LIGGETT										
KINGSPORT	$0.0	$0.0	$0.0	$0.0	$0.0	0	$0.0	0	$0.0	0
SUBTOTAL	$0.0	$0.0	$0.0	$0.0	$0.0	0	$0.0	0	$0.0	0
TOT DISCOUNT	$5,120.7	$6.9	$171.4	$0.0	$5,299.1	100	$4,872.0	100	$10,171.1	100

2070221550

Source: https://www.industrydocuments.ucsf.edu/docs/xzxn0004

MANUFACTURER - SPENDING BY MEDIUM

AUGUST, 1996

$ THOUSANDS

	MAGS	ROP	FSIs	SUPP	PRINT	SOS	OUT	SOS	TOTAL	SOS
PHILIP MORRIS										
ALPINE	$0.0	$0.0	$0.0	$0.0	$0.0	0	$0.0	0	$0.0	0
B&H	588.9	62.9	0.0	0.0	651.8	3	111.9	1	763.7	2
BASIC	1,147.0	0.0	0.0	0.0	1,147.0	5	2,245.9	11	3,393.0	7
CAMBRIDGE	0.0	0.0	171.4	0.0	171.4	1	0.0	0	171.4	0
DAVES	0.0	6.9	0.0	0.0	6.9	0	136.3	1	143.2	0
MARLBORO	4,966.1	187.9	0.0	0.0	5,154.0	21	3,966.3	19	9,120.3	20
MERIT	1,674.1	0.0	0.0	0.0	1,674.1	7	739.9	4	2,414.0	5
PARLIAMENT	924.7	15.7	0.0	0.0	940.5	4	435.1	2	1,375.6	3
PLAYERS NAVY CUT	78.1	10.0	0.0	0.0	88.1	0	78.7	0	166.8	0
V SLIMS	2,830.7	0.0	614.0	0.0	3,444.7	14	892.5	4	4,337.2	10
SUBTOTAL	$12,209.7	$283.5	$785.4	$0.0	$13,278.6	54	$8,606.7	41	$21,885.3	48
RJR										
AUSTIN	$0.0	$0.0	$0.0	$0.0	$0.0	0	$0.0	0	$0.0	0
CAMEL	1,194.2	89.0	0.0	0.0	1,283.1	5	3,725.4	18	5,008.5	11
CAROLINA GOLD	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
DORAL	2,888.2	0.0	0.0	0.0	2,888.2	12	162.3	1	3,050.5	7
ECLIPSE	0.0	47.9	0.0	14.1	62.0	0	0.0	0	62.0	0
HOGSHEAD	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
JACKS	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
MOONLIGHT	206.6	32.1	0.0	0.0	238.7	1	29.7	0	268.5	1
NOW	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SALEM	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
WINSTON	71.5	8.2	0.0	0.0	79.7	0	327.1	2	406.7	1
SUBTOTAL	$4,360.5	$177.1	$0.0	$14.1	$4,551.7	19	$4,244.5	20	$8,796.2	19
B&W										
555 EXPRESS	$0.0	$0.0	$0.0	$0.0	$0.0	0	$22.3	0	$22.3	0
GPC	24.6	0.0	0.0	0.0	24.6	0	828.6	4	853.2	2
CAPRI	1,153.7	0.0	0.0	0.0	1,153.7	5	17.3	0	1,171.0	3
KOOL	2,149.3	0.0	0.0	0.0	2,149.3	9	2,016.1	10	4,165.4	9
VICEROY	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
AMERICAN	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
CARLTON	1,438.8	0.0	0.0	0.0	1,438.8	6	819.6	4	2,258.5	5
CROWNS	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
LUCKY STRIKE	0.0	0.0	0.0	0.0	0.0	0	148.9	1	148.9	0
MISTY	1,060.9	0.0	0.0	0.0	1,060.9	4	1,106.3	5	2,167.1	5
MONTCLAIR	0.0	0.0	0.0	0.0	0.0	0	365.2	2	365.2	1
PRIME	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
PRIVATE STOCK	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SPECIAL 10'S	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SUBTOTAL	$5,827.3	$0.0	$0.0	$0.0	$5,827.3	24	$5,324.4	25	$11,151.7	25

2070221551

Source: https://www.industrydocuments.ucsf.edu/docs/xzxn0004

MANUFACTURER - SPENDING BY MEDIUM

AUGUST, 1996

$ THOUSANDS

	MAGS	ROP	FSIs	SUPP	PRINT	SOS	OUT	SOS	TOTAL	SOS
LORILLARD										
HARLEY-DAVIDSON	$0.0	$0.0	$0.0	$0.0	$0.0	0	$0.0	0	$0.0	0
KENT	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
KENT INTERNATIONAL	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
NEWPORT	535.0	0.0	11.8	0.0	546.7	2	2,697.3	13	3,244.1	7
MAVERICK SPECIAL	0.0	0.0	0.0	0.0	0.0	0	27.4	0	27.4	0
OLD GOLD	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
STYLE	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SUBTOTAL	$535.0	$0.0	$11.8	$0.0	$546.7	2	$2,724.7	13	$3,271.4	7
LIGGETT										
EVE	$103.3	$0.0	$0.0	$0.0	$103.3	0	$0.0	0	$103.3	0
KINGSPORT	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SUBTOTAL	$103.3	$0.0	$0.0	$0.0	$103.3	0	$0.0	0	$103.3	0
OTHER										
AMERICAN SPIRIT	$0.0	$0.0	$0.0	$0.0	$0.0	0	$0.0	0	$0.0	0
CARTIER	71.9	0.0	0.0	0.0	71.9	0	0.0	0	71.9	0
DUNHILL	170.6	0.0	0.0	0.0	170.6	1	0.0	0	170.6	0
GUNSMOKE	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
MILD 7	0.0	0.0	0.0	0.0	0.0	0	5.6	0	5.6	0
SUBTOTAL	$242.5	$0.0	$0.0	$0.0	$242.5	1	$5.6	0	$248.2	1
TOTAL	$23,278.3	$460.6	$797.2	$14.1	$24,550.2	100	$20,905.9	100	$45,456.0	100

2070221552

Source: https://www.industrydocuments.ucsf.edu/docs/xzxn0004

COMPETITIVE EXPENDITURES
JANUARY - AUGUST, 1996
($000)

COMPANY	MAGAZINES	MAG SOS	NEWSPAPERS	NEWS SOS	INSERTS	INS SOS	SUPPLEMENTS	SUPP SOS	OUTDOOR	OUT SOS	TOTAL	COMPANY SOS
PM	$120,701.1	57	$1,347.4	42	$2,777.3	91	$765.2	44	$57,673.8	40	$183,264.9	50
RJR	$37,191.5	17	$983.5	31	$0.0	0	$44.6	3	$26,375.7	18	64,595.3	18
B&W	$49,588.3	23	$0.0	0	$0.0	0	$0.0	0	$40,914.4	28	90,502.7	25
LOR	$4,528.2	2	$858.1	27	$261.4	9	$932.4	54	$18,482.6	13	25,062.7	7
LIGGETT	$817.1	0	$0.0	0	$0.0	0	$0.0	0	$243.0	0	1,060.1	0
OTHER	$628.5	0	$0.0	0	$0.0	0	$0.0	0	$45.0	0	673.6	0
TOTAL	$213,454.8	100	$3,189.0	100	$3,038.8	100	$1,742.1	100	$143,734.5	100	$365,159.1	100

SOURCES: LEO BURNETT - OUT-OF-HOME
LTS - MAGAZINES, NEWSPAPERS, SUPPLEMENTS
USSPI - SUBURBAN PRESS NEWSPAPERS
AD TRACKING - FREE STANDING INSERTS

2070221553

Source: https://www.industrydocuments.ucsf.edu/docs/xzxn0004

COMPETITIVE INDUSTRY ADVERTISING EXPENDITURES
JAN.-AUG., 1996 VS. JAN.-AUG., 1995
($ MILLIONS)

	$ JAN.-AUG. '96	% SOS	$ JAN.-AUG. '95	% SOS	TOTAL % CHANGE SPENDING
TOTAL INDUSTRY	$365.2	100	$327.9	100	11.3
PHILIP MORRIS	183.3	50	187.1	57	-2.1
R.J. REYNOLDS	64.6	18	37.7	12	71.2
BROWN & WILLIAMSON	90.5	25	79.6	24	13.7
LORILLARD	25.1	7	23.4	7	7.1
LIGGETT	1.1	0	0.0	0	N.A.
OTHER	0.7	0	0.1	0	469.4

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Source: https://www.industrydocuments.ucsf.edu/docs/xzxn0004

ALL BRANDS - SPENDING BY MEDIUM
JANUARY - AUGUST, 1996
$ THOUSANDS

	MAGS	ROP	FSIs	SUPP	PRINT	SOS	OUT	SOS	TOTAL	SOS
MARLBORO	$51,275.3	$947.2	$0.0	$0.0	$52,222.5	24	$32,077.1	22	$84,299.7	23
CAMEL	21,080.2	667.1	0.0	0.0	21,747.3	10	20,922.3	15	42,669.6	12
KOOL	16,547.8	0.0	0.0	0.0	16,547.8	7	16,234.7	11	32,782.4	9
V SLIMS	19,673.4	165.4	1,146.7	0.0	20,985.5	9	5,326.2	4	26,311.7	7
BASIC	12,602.0	0.0	387.4	0.0	12,989.5	6	11,975.0	8	24,964.5	7
MERIT	17,558.5	0.0	0.0	0.0	17,558.5	8	3,707.9	3	21,266.4	6
NEWPORT	4,528.2	0.0	51.8	1.3	4,581.4	2	16,505.4	11	21,086.7	6
DORAL	15,434.2	0.0	0.0	0.0	15,434.2	7	4,204.4	3	19,638.7	5
MISTY	9,649.0	0.0	0.0	0.0	9,649.0	4	5,113.4	4	14,762.3	4
CARLTON	10,396.3	0.0	0.0	0.0	10,396.3	5	3,626.2	3	14,022.5	4
CAPRI	12,851.5	0.0	0.0	0.0	12,851.5	6	35.0	0	12,886.4	4
PARLIAMENT	9,553.3	68.9	102.8	0.0	9,725.0	4	3,110.7	2	12,835.7	4
GPC	143.8	0.0	0.0	0.0	143.8	0	12,213.0	8	12,356.8	3
B&H	8,236.3	115.1	460.5	765.2	9,577.1	4	285.9	0	9,863.0	3
MONTCLAIR	0.0	0.0	0.0	0.0	0.0	0	3,037.8	2	3,037.8	1
PLAYERS NAVY CUT	1,802.2	40.4	0.0	0.0	1,842.6	1	263.1	0	2,105.7	1
OLD GOLD	0.0	420.1	22.4	530.8	973.2	0	434.9	0	1,408.2	0
MAVERICK SPECIALS	0.0	438.0	0.0	204.7	642.7	0	743.9	1	1,386.6	0
EVE	817.1	0.0	0.0	0.0	817.1	0	243.0	0	1,060.1	0
STYLE	0.0	0.0	11.6	195.5	207.1	0	747.2	1	954.4	0
DAVES	0.0	10.4	0.0	0.0	10.4	0	895.0	1	905.4	0
WINSTON	71.5	77.6	0.0	0.0	149.1	0	734.3	1	883.4	0
MOONLIGHT	500.1	101.1	0.0	0.0	601.1	0	118.0	0	719.1	0
CAMBRIDGE	0.0	0.0	679.9	0.0	679.9	0	33.0	0	712.9	0
LUCKY STRIKE	0.0	0.0	0.0	0.0	0.0	0	537.3	0	537.3	0
DUNHILL	527.3	0.0	0.0	0.0	527.3	0	0.0	0	527.3	0
CAROLINA GOLD	105.5	0.0	0.0	0.0	105.5	0	274.7	0	380.3	0
ECLIPSE	0.0	137.8	0.0	44.6	182.3	0	0.0	0	182.3	0
KENT	0.0	0.0	175.6	0.0	175.6	0	0.0	0	175.6	0
555 EXPRESS	0.0	0.0	0.0	0.0	0.0	0	117.0	0	117.0	0
CARTIER	101.2	0.0	0.0	0.0	101.2	0	0.0	0	101.2	0
HARLEY-DAVIDSON	0.0	0.0	0.0	0.0	0.0	0	51.2	0	51.2	0
HOGSHEAD	0.0	0.0	0.0	0.0	0.0	0	50.0	0	50.0	0
NOW	0.0	0.0	0.0	0.0	0.0	0	47.1	0	47.1	0
MILD 7	0.0	0.0	0.0	0.0	0.0	0	45.0	0	45.0	0
AUSTIN	0.0	0.0	0.0	0.0	0.0	0	16.8	0	16.8	0
SALEM	0.0	0.0	0.0	0.0	0.0	0	8.1	0	8.1	0

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Source: https://www.industrydocuments.ucsf.edu/docs/xzxn0004

ALL BRANDS - SPENDING BY MEDIUM
JANUARY - AUGUST, 1996
$ THOUSANDS

	MAGS	ROP	FSIs	SUPP	PRINT	SOS	OUT	SOS	TOTAL	SOS
AMERICAN	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
ALPINE	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
CROWNS	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
JACKS	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
KENT INTERNATIONAL	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
KINGSPORT	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
PRIME	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
PRIVATE STOCK	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SPECIAL 10'S	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
VICEROY	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
AMERICAN SPIRIT	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
GUNSMOKE	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
TOTAL	$213,454.8	$3,189.0	$3,038.8	$1,742.1	$221,424.6	100	$143,734.5	100	$365,159.1	100

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Source: https://www.industrydocuments.ucsf.edu/docs/xzxn0004

DISCOUNT - SPENDING BY MEDIUM
JANUARY - AUGUST, 1996
$ THOUSANDS

	MAGS	ROP	FSIs	SUPP	PRINT	DSC SOS	OUT	DSC SOS	TOTAL	DSC SOS
PHILIP MORRIS										
ALPINE	$0.0	$0.0	$0.0	$0.0	$0.0	0	$0.0	0	$0.0	0
BASIC	12,602.0	0.0	387.4	0.0	12,989.5	32	11,975.0	31	24,964.5	31
CAMBRIDGE	0.0	0.0	679.9	0.0	679.9	2	33.0	0	712.9	1
DAVES	0.0	10.4	0.0	0.0	10.4	0	895.0	2	905.4	1
SUBTOTAL	$12,602.0	$10.4	$1,067.3	$0.0	$13,679.8	34	$12,903.0	33	$26,582.8	33
RJR										
AUSTIN	$0.0	$0.0	$0.0	$0.0	$0.0	0	$16.8	0	$16.8	0
CAROLINA GOLD	105.5	0.0	0.0	0.0	105.5	0	274.7	1	380.3	0
DORAL	15,434.2	0.0	0.0	0.0	15,434.2	38	4,204.4	11	19,638.7	25
HOGSHEAD	0.0	0.0	0.0	0.0	0.0	0	50.0	0	50.0	0
JACKS	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SUBTOTAL	$15,539.8	$0.0	$0.0	$0.0	$15,539.8	38	$4,545.9	12	$20,085.7	25
B&W										
GPC	$143.8	$0.0	$0.0	$0.0	$143.8	0	$12,213.0	31	$12,356.8	16
VICEROY	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
AMERICAN	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
CROWNS	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
MISTY	9,649.0	0.0	0.0	0.0	9,649.0	24	5,113.4	13	14,762.3	19
MONTCLAIR	0.0	0.0	0.0	0.0	0.0	0	3,037.8	8	3,037.8	4
PRIME	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
PRIVATE STOCK	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SPECIAL 10'S	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SUBTOTAL	$9,792.8	$0.0	$0.0	$0.0	$9,792.8	24	$20,364.2	52	$30,157.0	38
LORILLARD										
KENT INTERNATIONAL	$0.0	$0.0	$0.0	$0.0	$0.0	0	$0.0	0	$0.0	0
MAVERICK SPECIAL	0.0	438.0	0.0	204.7	642.7	2	743.9	2	1,386.6	2
OLD GOLD	0.0	420.1	22.4	530.8	973.2	2	434.9	1	1,408.2	2
SUBTOTAL	$0.0	$858.1	$22.4	$735.5	$1,616.0	4	$1,178.8	3	$2,794.8	4
LIGGETT										
KINGSPORT	$0.0	$0.0	$0.0	$0.0	$0.0	0	$0.0	0	$0.0	0
SUBTOTAL	$0.0	$0.0	$0.0	$0.0	$0.0	0	$0.0	0	$0.0	0
TOT DISCOUNT	$37,934.6	$868.5	$1,089.7	$735.5	$40,628.3	100	$38,991.9	100	$79,620.2	100

2070221557

Source: https://www.industrydocuments.ucsf.edu/docs/xzxn0004

MANUFACTURER - SPENDING BY MEDIUM
JANUARY - AUGUST, 1996
$ THOUSANDS

	MAGS	ROP	FSIs	SUPP	PRINT	SOS	OUT	SOS	TOTAL	SOS
PHILIP MORRIS										
ALPINE	$0.0	$0.0	$0.0	$0.0	$0.0	0	$0.0	0	$0.0	0
B&H	8,236.3	115.1	460.5	765.2	9,577.1	4	285.9	0	9,863.0	3
BASIC	12,602.0	0.0	387.4	0.0	12,989.5	6	11,975.0	8	24,964.5	7
CAMBRIDGE	0.0	0.0	679.9	0.0	679.9	0	33.0	0	712.9	0
DAVES	0.0	10.4	0.0	0.0	10.4	0	895.0	1	905.4	0
MARLBORO	51,275.3	947.2	0.0	0.0	52,222.5	24	32,077.1	22	84,299.7	23
MERIT	17,558.5	0.0	0.0	0.0	17,558.5	8	3,707.9	3	21,266.4	6
PARLIAMENT	9,553.3	68.9	102.8	0.0	9,725.0	4	3,110.7	2	12,835.7	4
PLAYERS NAVY CUT	1,802.2	40.4	0.0	0.0	1,842.6	1	263.1	0	2,105.7	1
V SLIMS	19,673.4	165.4	1,146.7	0.0	20,985.5	9	5,326.2	4	26,311.7	7
SUBTOTAL	$120,701.1	$1,347.4	$2,777.3	$765.2	$125,591.0	57	$57,673.8	40	$183,264.9	50
RJR										
AUSTIN	$0.0	$0.0	$0.0	$0.0	$0.0	0	$16.8	0	$16.8	0
CAMEL	21,080.2	667.1	0.0	0.0	21,747.3	10	20,922.3	15	42,669.6	12
CAROLINA GOLD	105.5	0.0	0.0	0.0	105.5	0	274.7	0	380.3	0
DORAL	15,434.2	0.0	0.0	0.0	15,434.2	7	4,204.4	3	19,638.7	5
ECLIPSE	0.0	137.8	0.0	44.6	182.3	0	0.0	0	182.3	0
HOGSHEAD	0.0	0.0	0.0	0.0	0.0	0	50.0	0	50.0	0
JACKS	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
MOONLIGHT	500.1	101.1	0.0	0.0	601.1	0	118.0	0	719.1	0
NOW	0.0	0.0	0.0	0.0	0.0	0	47.1	0	47.1	0
SALEM	0.0	0.0	0.0	0.0	0.0	0	8.1	0	8.1	0
WINSTON	71.5	77.6	0.0	0.0	149.1	0	734.3	1	883.4	0
SUBTOTAL	$37,191.5	$983.5	$0.0	$44.6	$38,219.6	17	$26,375.7	18	$64,595.3	18
B&W										
555 EXPRESS	$0.0	$0.0	$0.0	$0.0	$0.0	0	$117.0	0	$117.0	0
GPC	143.8	0.0	0.0	0.0	143.8	0	12,213.0	8	12,356.8	3
CAPRI	12,851.5	0.0	0.0	0.0	12,851.5	6	35.0	0	12,886.4	4
KOOL	16,547.8	0.0	0.0	0.0	16,547.8	7	16,234.7	11	32,782.4	9
VICEROY	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
AMERICAN	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
CARLTON	10,396.3	0.0	0.0	0.0	10,396.3	5	3,626.2	3	14,022.5	4
CROWNS	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
LUCKY STRIKE	0.0	0.0	0.0	0.0	0.0	0	537.3	0	537.3	0
MISTY	9,649.0	0.0	0.0	0.0	9,649.0	4	5,113.4	4	14,762.3	4
MONTCLAIR	0.0	0.0	0.0	0.0	0.0	0	3,037.8	2	3,037.8	1
PRIME	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
PRIVATE STOCK	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SPECIAL 10'S	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SUBTOTAL	$49,588.3	$0.0	$0.0	$0.0	$49,588.3	22	$40,914.4	28	$90,502.7	25

2070221558

Source: https://www.industrydocuments.ucsf.edu/docs/xzxn0004

MANUFACTURER - SPENDING BY MEDIUM
JANUARY - AUGUST, 1996
$ THOUSANDS

	MAGS	ROP	FSIs	SUPP	PRINT	SOS	OUT	SOS	TOTAL	SOS
LORILLARD										
HARLEY-DAVIDSON	$0.0	$0.0	$0.0	$0.0	$0.0	0	$51.2	0	$51.2	0
KENT	0.0	0.0	175.6	0.0	175.6	0	0.0	0	175.6	0
KENT INTERNATIONAL	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
NEWPORT	4,528.2	0.0	51.8	1.3	4,581.4	2	16,505.4	11	21,086.7	6
MAVERICK SPECIAL	0.0	438.0	0.0	204.7	642.7	0	743.9	1	1,386.6	0
OLD GOLD	0.0	420.1	22.4	530.8	973.2	0	434.9	0	1,408.2	0
STYLE	0.0	0.0	11.6	195.5	207.1	0	747.2	1	954.4	0
SUBTOTAL	$4,528.2	$858.1	$261.4	$932.4	$6,580.1	3	$18,482.6	13	$25,062.7	7
LIGGETT										
EVE	$817.1	$0.0	$0.0	$0.0	$817.1	0	$243.0	0	$1,060.1	0
KINGSPORT	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
SUBTOTAL	$817.1	$0.0	$0.0	$0.0	$817.1	0	$243.0	0	$1,060.1	0
OTHER										
AMERICAN SPIRIT	$0.0	$0.0	$0.0	$0.0	$0.0	0	$0.0	0	$0.0	0
CARTIER	101.2	0.0	0.0	0.0	101.2	0	0.0	0	101.2	0
DUNHILL	527.3	0.0	0.0	0.0	527.3	0	0.0	0	527.3	0
GUNSMOKE	0.0	0.0	0.0	0.0	0.0	0	0.0	0	0.0	0
MILD 7	0.0	0.0	0.0	0.0	0.0	0	45.0	0	45.0	0
SUBTOTAL	$628.5	$0.0	$0.0	$0.0	$628.5	0	$45.0	0	$673.6	0
TOTAL	$213,454.8	$3,189.0	$3,038.8	$1,742.1	$221,424.6	100	$143,734.5	100	$365,159.1	100

2070221559

Source: https://www.industrydocuments.ucsf.edu/docs/xzxn0004

TOP SPENDING BRANDS
RANKED BY TOTAL SPENDING - 1996
JAN.-AUG., 1996 VS. JAN.-AUG., 1995
($ THOUSANDS)

	1996						1995						
	$ PRINT	SOS	$ OOH	SOS	$ TOTAL	SOS	$ PRINT	SOS	$ OOH	SOS	$ TOTAL	SOS	TOTAL % CHANGE SPENDING
MARLBORO	$52,222.5	24	$32,077.1	22	$84,299.7	23	$64,146.1	30	$26,782.5	23	$90,928.6	28	-7.3
CAMEL	21,747.3	10	20,922.3	15	42,669.6	12	5,931.8	3	2,917.8	2	8,849.6	3	382.2
KOOL	16,547.8	7	16,234.7	11	32,782.4	9	16,643.4	8	20,111.1	17	36,754.5	11	-10.8
V SLIMS	20,985.5	9	5,326.2	4	26,311.7	7	16,056.3	8	4,253.5	4	20,309.8	6	29.6
BASIC	12,989.5	6	11,975.0	8	24,964.5	7	13,971.1	7	8,660.6	7	22,631.7	7	10.3
MERIT	17,558.5	8	3,707.9	3	21,266.4	6	17,173.9	8	3,611.0	3	20,784.9	6	2.3
NEWPORT	4,581.4	2	16,505.4	11	21,086.7	6	7,487.8	4	15,398.6	13	22,886.4	7	-7.9
DORAL	15,434.2	7	4,204.4	3	19,638.7	5	7,868.4	4	2,572.2	2	10,440.6	3	88.1
MISTY	9,649.0	4	5,113.4	4	14,762.3	4	4,621.3	2	4,687.2	4	9,308.5	3	58.6
CARLTON	10,396.3	5	3,626.2	3	14,022.5	4	6,353.2	3	1,019.1	1	7,372.2	2	90.2
CAPRI	12,851.5	6	35.0	0	12,886.4	4	11,407.4	5	0.0	0	11,407.4	3	13.0
PARLIAMENT	9,725.0	4	3,110.7	2	12,835.7	4	6,437.8	3	2,201.1	2	8,638.9	3	48.6
GPC	143.8	0	12,213.0	8	12,356.8	3	294.3	0	11,701.7	10	11,996.0	4	3.0
B&H	$9,577.1	4	$285.9	0	$9,863.0	3	$15,722.9	7	$3,283.4	3	$19,006.3	6	-48.1

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Source: https://www.industrydocuments.ucsf.edu/docs/xzxn0004